

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for advertising, comprising the steps of:
generating a high-quality photographic image having one or more image objects therein;
placing one or more advertising data on said one or more image objects of said high-quality photographic image; ~~and~~
~~fixing said high-quality image and advertising data to a utilitarian tableware object;~~
printing said high-quality photographic image and said advertising data on a utilitarian tableware object; and
fixing a transparent film to said utilitarian tableware object so that said high-quality photographic image and said advertising data are visible to a user,
whereby said advertising data appears to be part of said one or more image objects in the high-quality photographic image.
2. (Original) The method of claim 1, wherein said utilitarian tableware object is a plate.
3. (Original) The method of claim 1, wherein said utilitarian tableware object is a beverage holder or cup/bottle holder.
4. (Original) The method of claim 1, wherein said utilitarian object is a clamshell.
5. (Original) The method of claim 1, further comprising the steps of:
creating a mock layout of said utilitarian tableware object;

generating a blueprint of said mock layout; and
generating a mold or other forming apparatus in accordance with said
blueprint.

6. (Original) The method of claim 1, wherein said advertising data comprises
a company logo.

7. (Original) The method of claim 1, wherein said advertising data is added
to said high-quality image in accordance with a digital combination technique.

8. (Currently amended) A method for advertising ~~The method of claim 1,~~
~~further~~ comprising the steps of:

generating a high-quality photographic image having one or more image
objects therein;

placing one or more advertising data on said one or more image objects of
said high-quality photographic image;

printing said high-quality photographic image and said advertising data to
the underside of a transparent film before said film is fixed to a utilitarian tableware
object; and

fixing said transparent film to said utilitarian tableware object so that said
high-quality photographic image and said advertising data are visible to a user,

whereby said advertising data appears to be part of said one or more image
objects in the high-quality photographic image.

9. (Original) The method of claim 8, wherein said transparent film is fixed to said utilitarian tableware object in accordance with a step of forming said utilitarian tableware object out of a stock material.

10. (Canceled)

11. (Original) The method of claim 1, wherein said utilitarian tableware object is formed of a disposable material.

12. (Original) The method of claim 1, wherein said utilitarian tableware object is formed of a permanent material.

13. (Currently amended) An apparatus for advertising, comprising:
a high-quality photographic image;
one or more image objects positioned in said high-quality photographic image;
advertising data positioned on said one or more image objects of said high-quality photographic image so that said advertising data appears to be part of said image object; ~~and~~

a utilitarian tableware substrate, said high-quality photographic image and said advertising data being fixed thereto; and

a first film, said high-quality photographic image and said advertising data being fixed to an underside of said first film before being fixed to said utilitarian tableware substrate.

14. (Canceled)

15. (Currently amended) The apparatus of claim ~~[[14]]~~ 13, further comprising a second film, a second high-quality photographic image being fixed thereto, said second film being fixed to said utilitarian tableware substrate at a location different from a location at which said first film is fixed.

16. (Original) The apparatus of claim 15, wherein said apparatus comprises a disposable plate, said substrate comprises a disposable material, said first film is placed on an upper side of said plate and said second film is placed on a lower side of said plate.

17. (Original) The apparatus of claim 16, wherein said second image comprises one or more questions.

18. (Original) The apparatus of claim 17, further comprising one or more perforations in said utilitarian tableware substrate defining one or more tear-away tabs, at least one of said questions corresponding in location to said one or more tear-away tabs.

19. (Canceled)

20. (Currently amended) The apparatus of claim ~~[[19]]~~ 13, further comprising an additional image fixed to an outer surface of said first film.

21. (Currently amended) The apparatus of claim ~~[[19]]~~ 20, wherein said additional image is formed of a food-grade quality ink.

22. (Currently amended) The apparatus of claim ~~[[14]]~~ 13, wherein said first film is of a food-grade quality.

23. (Currently amended) An ~~The~~ apparatus of ~~claim 13~~ for advertising,
comprising:

a high-quality photographic image;

one or more image objects positioned in said high-quality photographic
image;

advertising data positioned on said one or more image objects of said high-
quality photographic image so that said advertising data appears to be part of said
image object; and

a utilitarian tableware substrate, said high-quality photographic image and
said advertising data being fixed thereto,

wherein said high-quality photographic image and said advertising data are printed on said utilitarian tableware substrate, and a film is fixed to said utilitarian tableware substrate over said photographic image and said advertising data.

24. (Original) The apparatus of claim 13, wherein said high-quality photographic image and said advertising data are combined in accordance with a digital combination process.

25. (Original) The apparatus of claim 13, wherein said advertising data is a company logo.

26. (Currently amended) The apparatus of claim 13, wherein said utilitarian tableware substrate ~~object~~ is a plate.

27. (Currently amended) The apparatus of claim 13, wherein said utilitarian tableware substrate ~~object~~ is a clamshell.